



PRINCE GEORGE'S COUNTY
**ECONOMIC
DEVELOPMENT
CORPORATION**

PRIMED *for* BUSINESS

Prince George's County Economic Development Corporation

REQUEST FOR PROPOSALS

RFP# EDC-1117-02

**Website Redesign within a
maximum budget of \$50,000**

Issue Date: November 6, 2017, 2017

Proposal Closing: November 20, 2017 at 5:00 p.m.

Announcement Date: December 4, 2017

This document is available from the Prince George's Economic Development Corporation
on its webpage at: www.pgcedc.com/news

Prince George's County Economic Development Corporation
1801 McCormick Drive, Suite 350 ~ Largo, MD 20774

Proposal Deadline: Monday, November 20, 2017

The Prince George's County Economic Development Corporation (PGCEDC) requests proposals for a redesign of the PGCEDC website (www.pgcedc.com) to be completed and presented by 5:00pm on Monday, November 20, 2017.

The purpose of this redesign will be to develop a modern, responsive website that supports PGCEDC's mission to attract, retain and expand businesses in Prince George's County. Additionally, the redesign will align with the Prince George's County Brand 'Experience, Expand, Explore – Prince George's County'.

This RFP is accessible at www.pgcedc.com/news, beginning Monday, November 6, 2017 through the submission deadline date of Monday, November 20, 2017 at 5:00 p.m.

Questions should be directed via e-mail to Jamie Gunnell at jgunnell@co.pg.md.us and received before 12:00 p.m. on Monday, November 13, 2017. A response will be sent within 1 business day.

Electronic submissions of the proposals are acceptable and should be submitted to Jamie Gunnell at jgunnell@co.pg.md.us with "RFP Submission for Website Redesign" in the subject line. If submitting a hardcopy proposal, 2 sealed copies must be received by Monday, November 20, 2017 at 5:00 p.m. to the below address:

Prince George's County Economic Development Corporation
Attention: Jamie Gunnell
1801 McCormick Drive, Suite 350
Largo, MD 20774

Summary

With this Request for Proposal (RFP), Prince George's County Economic Development Corporation seeks to acquire the sole services of a qualified web designer/developer to support its redesign of the website www.pgcedc.com. This site provides information on the programs, services, incentives and outreach events provided by the Prince George's County Economic Development Corporation.

Prince George's County Economic Development Corporation invites proposals from interested Prince George's County based (including small, minority and/or women owned businesses) website designers/developers with experience in website design and development, content writing and search engine optimization (SEO) best practices.

Preference will be given to Prince George's County Certified Minority Business Enterprise (MBE) agencies who have extensive experience in the development and design of modern, responsive, and dynamic websites.

Bidders must follow exactly, and be responsive to, ALL requirements of this RFP. It is the bidder's responsibility to provide all specified materials in the required form and format. Responses that are not in the required form and format will not be considered.

Conflict of Interest Notice:

Each Bidder shall ensure that no improper, unethical or illegal relationships or conflicts of interest whether actual or apparent exist between or among the Bidder, Prince George's County Economic Development Corporation, and any other parties to this RFP. The Bidder is responsible for disclosing at the point of proposal submission or as soon as the situation arises of any such relationships. This includes interests that they may have with any individual or entity doing business with, or proposing to do business with Prince George's County Economic Development Corporation, the Prince George's County Economic Development Corporation Board of Directors, or the Prince George's County Economic Development Corporation – Workforce Services Division.

The Prince George's County Economic Development Corporation reserves the right to determine the pertinence of such relationships, when discovered or disclosed, whether intended or not, and to decide whether the Bidder's disqualifications and/or cancellation shall be at no fault or liability whatsoever to the Prince George's County Economic Development Corporation. The Prince George's County Economic Development Corporation's determination regarding any question of conflict of interest will be final.

Objectives:

- Redesign of Prince George's County Economic Development Corporations website (www.pgcedc.com)
- Increase site visits and capture customer leads generated by the website
- Fully align with the Prince George's County brand 'Experience, Expand, Explore – Prince George's County'
- Clearly and effectively communicate the programs and services of the Prince George's County Economic Development Corporation
- Enhance the user experience by providing a clear and easy navigation
- Apply search engine optimization (SEO) best practices to capitalize on organic search traffic
- Showcase Prince George's County as a hub for business growth across all industry sectors

Campaign Requirements:

Please include a signed cover letter with your application that includes the following:

- Applicant organizational name, address, phone number
- Contact information for the proposed project manager
- Certificate of Good Standing from the State of Maryland or State of incorporation
- Local Minority Business Enterprise status
- Contact information for 4 references from current or previous clients and website addresses for each reference that directly displays the applicants' capabilities

Application/Proposal must include the below components to be considered:

- Detailed application addressing each requested component
- Submission of a proposed project schedule
- Project to be completed within six months of initiation
- Demonstration of metrics and key performance indicators
- Well-organized site structure, and a consistent, easy-to-use navigation menu system
- Site-wide search
- Modern, responsive design that is attractive and easy-to-use across all devices and screen sizes
- Search engine optimization (SEO) best practices
- Enhance the user experience by providing a clear and easy navigation
- A design that fully aligns with the Prince George's County brand 'Experience, Expand, Explore – Prince George's County'
- A user-friendly content management system for site administrators
- Translation across multiple languages, to include, but not limited to: Spanish, Mandarin and French
- Social media sharing functionality on homepage
- Social media widgets on homepage
- Dynamic homepage rotator
- Image and video gallery that provides the latest album or video using third party accounts such as Flickr and YouTube
- Section for featured images/video on homepage for promotions and/or testimonials
- Web forms to capture leads
- Password protected page to house internal employee documents and downloadable forms
- Integration of third party on-site commercial property search engine
- Attractive, eye-catching graphics throughout website
- Dynamic event calendar
- Development or integration of customizable event registration and e-commerce platform
- Newsletter sign-up integrated with third party constant contact account
- Inventory of current website content, pages and images, etc.
- Audit of current website inventory to identify ROT (redundant, outdated, trivial) content
- Recommendations for new content, eliminating or combining current content
- Development of content migration plan
- Content development and editing as needed and identified by ROT analysis
- Training for site administrators/content authors on operation and functionality of new content management system and site functions
- Launch of new site and post launch testing

Proposal Preparation and Format:

Bidders must submit their proposal in the format, including heading descriptions, outlined below. To be considered, the proposal must respond to all requirements in the campaign requirements section of this RFP.

- Proposals should be prepared on white paper, double-spaced using a 12-point font with one-inch margins on all sides; pages should be numbered for ease of reference.
- A cover letter should be included with all required information set forth under the Campaign Requirements section of this RFP.
- Campaign requirements should be addressed in detail by bullets and presented in the same order as found under the campaign requirements section of this RFP.
- A table should be prepared to demonstrate the proposed project schedule with timelines beginning at initiation of contract.